

## Subject: Active and qualified tourism

### GENERAL INFORMATION

<b>Organization unit</b>	Faculty of Physical Education Chair of Tourism and Recreation Chairman: Prof. Paweł Tomaszewski
<b>Course name</b>	Active and qualified tourism
<b>Subject code</b>	16/1/II/T
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	obligatory
<b>Level of studies (eg. bachelor, master)</b>	master
<b>Study year</b>	2
<b>Semester</b>	1
<b>ECTS points</b>	3
<b>Professor</b>	Dr Katarzyna Dzioban
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	stationary
<b>Prerequisites</b>	---

### DETAILED INFORMATION

#### Course aims and objectives

The aim of the course is to provide students with knowledge regarding the concept of active and qualified tourism and to distinguish it from mass tourism and other forms of travel.

Analyze the socio-economic and environmental impacts of active tourism on local communities and ecosystems.

Identify and classify various forms of active tourism (e.g. mountain tourism, cycling, diving, skiing, kayaking, ecotourism) and understand their specific requirements.

Plan and organize tourism products and services that involve physical activity and/or specialized equipment, taking into account logistical, legal, safety, and customer-related aspects.

Apply the principles of sustainable tourism development, including environmental protection, respect for local cultures, and responsible traveler behavior.

Use marketing tools and communication strategies to promote active tourism offers in both domestic and international markets.

Identify potential risks and apply emergency procedures related to active tourism activities.

Evaluate the qualifications and competencies required for professions related to active tourism (e.g. guides, instructors, leisure animators).

Develop soft skills such as teamwork, leadership, intercultural communication, and conflict resolution in the context of organizing tourism activities.



Critically assess current trends and innovations in the field of active and qualified tourism, including modern technologies, adventure tourism, and wellness-related services.

## Main topics

No	Topic
<b>Lectures/classes</b>	
1.	<b>Familiarization with Occupational Health and Safety Principles:</b> Understanding the importance of safety protocols during activities involving technical equipment, tools, or those performed without them. This includes knowing how to identify risks, implement preventive measures, and use appropriate protective gear.
2.	<b>Active and Qualified Tourism:</b> Understanding the concept of active and qualified tourism, including the history, key principles, and factors that influence the development of these forms of tourism. This involves recognizing the role of physical activity, outdoor engagement, and skill development in tourism.
3.	<b>Organizing Active Tourism Events:</b> Grasping the essential principles of organizing selected tourism activities such as canoeing, sailing, trekking, hiking camps, and other adventure-based events, considering both participant safety and environmental impact.
4.	<b>Safety Principles for Active Tourism:</b> Developing a deep understanding of the safety principles required for organizing and conducting active tourism events. This includes proper risk assessments, safety equipment, first aid training, and contingency plans for emergencies.
5.	<b>Qualified Tourism Organizations:</b> Identifying the role of organizations such as tourist clubs, PTTK branches, and other entities in organizing qualified tourism events. Understanding how these organizations manage logistics, ensure participant safety, and promote responsible tourism practices.
6.	<b>New Technologies in Active Tourism:</b> Recognizing the role of new technologies in enhancing active tourism experiences, such as GPS navigation, mobile apps for route planning, drone usage for mapping, and virtual reality for promoting destinations and activities.
7.	<b>Contemporary Trends in Active Tourism:</b> Understanding the latest trends shaping the active tourism sector, including sustainable travel, eco-tourism, wellness tourism, and the growing popularity of unique, niche travel experiences.
8.	<b>Regional and National Contexts for Active Tourism:</b> Exploring how specific regions and countries serve as ideal spaces for organizing active tourism events. This involves studying natural landscapes, climate conditions, infrastructure, and cultural heritage that contribute to the development of tourism activities.

9.	<b>Global and Local Opportunities for Active Tourism:</b> Examining the opportunities for practicing qualified tourism both within Poland and globally. This includes understanding local tourist attractions, global travel trends, and the potential for creating tourism products that cater to active travelers.
10.	<b>Human Resources in Tourism:</b> Acknowledging the importance of human resources in the tourism sector, including the training and education needed for guides, instructors, and support staff. This includes the development of skills for handling groups, managing activities, and ensuring high standards of safety and service quality.

### CONDITIONS FOR PASSING CLASSES:

Completion of in-class workshops/presentation  
Active participation during course  
Passing grade in written tests

### 1 ECTS point = 25 hours students work (contact + self study)

Full-time studies		Type of activity
Number of hours to complete the activity	Number of ECTS points	
15/15	2	<b>Classes requiring direct participation of academic staff (total)</b>
4	0,1	Lectures / classes
10	0,5	Reading the indicated literature
5	0,1	Gathering materials for the project
5	0,1	Preparation of presentation and description
10	0,5	Study teaching materials
6	0,1	Developing your own fitness/improving your technical skills
15	0,6	Credit/Exam Preparation

<b>Author of the class card:</b>	<b>Name, surname and email</b>
Date: 11.04.2025	Katarzyna Dzioban, <a href="mailto:katarzyna.dzioban@awf.edu.pl">katarzyna.dzioban@awf.edu.pl</a>